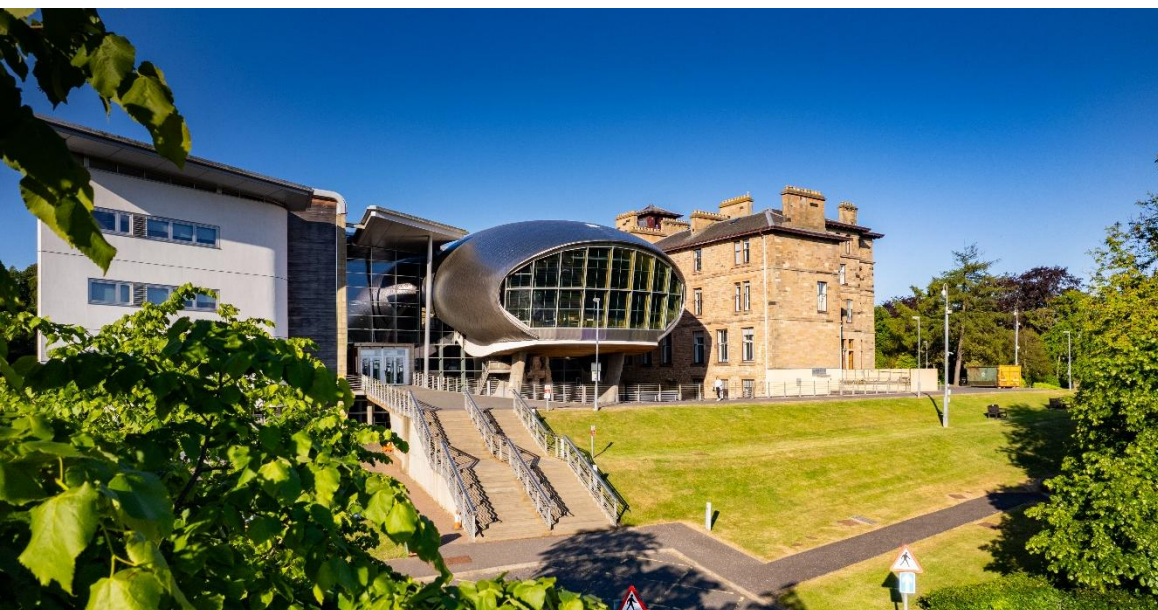




The 44th ISTTE Annual Conference

Tailored Experiences: The Future of Hospitality and
Tourism Industry and Education

October 22-24, 2025

Edinburgh Napier University, Craiglockhart campus

Conference Schedule

22 OCTOBER 2025

10:00-16:30	Conference registration Main entrance foyer
09:30-11:30	ISTTE Board meeting (ISTTE Board only) The River Suite
12:00-13:00	JTTT Editorial Board meeting The River Suite
13:00-13:30	Lunch⁺ The River Suite
13:30-15:30	CoStar Group: Global Hotel Industry Update and Using the CoStar Product in the Classroom The River Suite & MS Teams
17:00-19:00	Welcome cocktail reception⁺ McLarens on the Corner, Parlour & Tellers rooms 8 Morningside Rd. EH10 4DD
19:00	Dinner in your chosen group[*] Indaba – Spanish tapas (vg, gf) Hoi An – Vietnamese (v, vg, gf) Papilio – Italian (vg, gf)

23 OCTOBER 2025

08:30-09:00	Registration, tea/coffee & pastries⁺ Main entrance foyer
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09:00-09:15 **Opening remarks: Paul BARRON & President Nicholas THOMAS**

Room 1/10

09:15-10:10 **Keynote speaker: Gary KERR**

“Volatility and uncertainty: The need for creativity and innovation in tourism and events education”

Room 1/10

10:10-10:15 **Texas A&M promotion**

Room 1/10

10:15-11:15 **Workshop parallel session 1**

2nd level

Session 1a Room 2/05

Workshop Title	Authors
Expanding access to the industry: The high school academy of hospitality & tourism model in Michigan	Paul STANSBIE, Mike SCIARINI, Kristen JACK, Robert NASH

Session 1b Room 2/07

Workshop Title	Authors
Beyond internships: Designing ELITE experiences for career-ready graduates in hospitality, tourism, and culinary education	Timothy FLOHR, William MULLINS

Session 1c Room 2/09

Workshop Title	Authors
Creating study abroad experience for students through a flipped classroom adventure	Christina MINIHAN, Soo KANG

11:15-11:45 **Tea/coffee break⁺**

Main entrance foyer

11:45-12:45 **Paper parallel session 1**

2nd level

Session 1a Room 2/05

Paper Title	Authors
Preaching and practicing communities of learning and practice in hospitality and tourism	Honggen XIAO, Qingyun PANG, Zuhui LIAO
Exploring experiential learning in hospitality education: The application of self-determination theory and cultural intelligence	Yuting AN, Benjamin ALTSCHULER
Developing a multi-dimensional assessment framework for recreational and touristic waterscapes using online reviews and machine learning	Myunghwa KANG, Hanyoung GO, Pilhoon JANG

Session 1b Room 2/07

Paper Title	Authors
Leading Gen X, Y and Z from within: Empowering hospitality managers through level three leadership and VABES	Iva Adžić KUŠT, Milena KUŽNIN, Nikolina JERKIĆ
Women leadership barriers in the African hospitality industry	Perry MURIUKI, Annick DARIOLY, Edmund GOH
Being a native speaker of English: An obstacle to serving nonnative guests well?	Clarisse THOUVENOT

12:45-13:45

Buffet lunch⁺

The River Suite

13:45-14:45

Paper parallel session 2

2nd level

Session 2a Room 2/05

Paper Title	Authors
Mindful Luxury: Introducing Equestrian Services – the Case of MV Ranch	Besim AGUŠAJ, Kevin WALKER, Irina RAIČKOVIĆ
Social embeddedness, Shequ governance and peer-to-peer lodging operations at Xinjiang, China	Yang JIAO, Zhenhao Mark MENG, Yunzi ZHANG
Building local resident loyalty in a luxury hotel: A strategic approach	Marga BALVERT, Annick DARIOLY, Nicholas THOMAS

Session 2b Room 2/07

Paper Title	Authors
A review of IoT and guest experiences in the hospitality industry	Olakunle Shakur OLAWUYI, Carina KLEYNHANS
Visualizing the sequence of service AI-generated flowcharts	Sarah BELANGER, Edmund GOH
Digital nomad visa: The competitive economic engine of tourist destinations (Pecha Kucha)	Malihah ALAJAJI, Ziyi WU, Po-Ju CHEN
AI in hospitality and tourism: Rewriting the customer journey (Pecha Kucha)	Annamarie SISSON, Rui COSTA, Minwoo LEE, Billy BAI

14:45-15:15

Tea/coffee break⁺

Main entrance foyer

15:15-16:15

Paper parallel session 3

2nd level

Session 3a Room 2/05

Paper Title	Authors
Right where we belong: Creating a sense of belonging in the hospitality and tourism classroom	Heather KENNEDY-EDEN, Jacob ROBBINS, Rayyan ZULFIQAR, Madeleine BARTH
From hero to host: Curriculum transformation and student-centered innovation in tourism education	Rob SIMONS, Nova VAN SCHIJNDEL
Tourists' compensatory consumption upon service dissatisfaction	Shangzhi QIU, Yingying CAI, Tingting LIU

Session 3b Room 2/07

Paper Title	Authors
Exploring the drivers of unruly behavior in tourism, hospitality, and leisure sectors	Ady MILMAN
Intergenerational influence and sense of calling on occupational stigma	Soyoung PARK, Jeilyn Sevilla NUNEZ, Bryan CALDEIRA, Peter RICCI
Beyond the plate: Cultivating work-life balance in the hospitality industry	Sasi GANGIAH

16:15-16:30

Comfort break

16:30-17:30

JTTT special feature

Li-Chun LIN, Kara WOLFE, Edmund GOH,
Soo KANG

*“Inside the editorial process: A practical guide for
authors, reviewers, and academic contributors”*

Room 1/10

17:30

Dinner in your chosen group*

Baba – Mediterranean (vg)

Black Ivy – Scottish (v, vg, gf)

Vittoria on the Bridge – Italian (v, vg)

24 OCTOBER 2025

08:30-09:00

Tea/coffee & pastries⁺

Main entrance foyer

09:00-09:55

Keynote speaker: Murat Kizildag

*“Tailored tomorrow: Financial dot plot of
investing in experiences”*

Room 1/10

09:55-10:00

Florida Atlantic University promotion

Room 1/10

10:00-11:00

Workshop parallel session 2

2nd level

Session 2b Room 2/07

Workshop Title	Authors
From hierarchy to agility – Implementing team-based working in higher education – lessons from Breda University of Applied Sciences	Rob SIMONS, Nova VAN SCHIJNDEL

Session 2c Room 2/09

Workshop Title	Authors
Post-graduate tourism students and the art of making their own future a sustainable one	Martin ROBERTSON, Nicole FERDINAND

11:00-11:30

Tea/coffee break⁺

Main entrance foyer

11:30-12:30

Paper parallel session 4

2nd level

Session 4a Room 2/05

Paper Title	Authors
Snap, share, sustain: Photovoice meets circular economy in Indonesia	Teges Ratna Ayu NINGRUM, Annamarie SISSON
Black Friday promotions in the hospitality industry: High-end Croatian hotels	Kevin WALKER, Milena KUZNIN, Aurora PERIC
Factors influencing third-party booking platforms for Generation Z consumers when reserving short stays with small rural independent accommodation providers in the United Kingdom	Jack COLLINS, Rachel GERMANIER, Edmund GOH

Session 4b Room 2/07

Paper Title	Authors
Special session: Meet the Editors!	Po-Ju CHEN, Murat KIZILDAG, Li-Chun LIN, Kara WOLFE, Honggen XIAO, Zongqing ZHOU

12:30-13:15

Taxi transport to Dynamic Earth⁺

Main entrance car park

13:15-14:00

Lunch⁺

Dynamic Earth, Ozone Room

14:00-15:00	Special feature session Timothy FLOHR <i>“Rebuilding the broken triangle: Connecting industry, academia, and talent through business relationship management: A strategic approach to realigning the hospitality pipeline for the future”</i> Dynamic Earth, Ozone Room
15:00-15:30	ISTTE annual business meeting (open to all) Dynamic Earth, Ozone Room
15:30-17:00	Closing remarks, awards, student scholarships President Nicholas THOMAS Chairman of the Board Zongqing ZHOU Entertainment by Robert Douglas KERR Dynamic Earth, Ozone Room
17:00	Dinner in your chosen group* Blonde – Modern European (vg) Holyrood 9a – Gastropub (v, vg, gf) Yakiniku – Japanese BBQ (v, vg, gf)

The dedicated quiet room is room 2/06 on the second level

+ Included in your registration fee

*** Not included in your registration fee**

v vegan

vg vegetarian

gf gluten-free

Keynote Speakers



Professor Gary Kerr is Head of Department of Marketing, Tourism and Sport at Atlantic Technological University. Before joining ATU, Gary was Professor of Festival & Event Management at Edinburgh Napier University. Gary is Principal Investigator of a multidisciplinary research team that won the 2023 Cutting Edge Research Award (Silver Prize) for most significant contribution to Event Studies, where his team research how arts festivals & culture venues can become more accessible for people living with dementia. Gary has two PhD's –

one of which is in Critical Event Studies. He gained an Executive MBA in Sport Management from the Real Madrid Graduate School, Universidad Europea.

Gary is a festivals practitioner and retains practical skills through undertaking industry roles. He is currently a Curator with Cheltenham Festivals. He holds several practitioner roles and brings this industry experience into the classroom. He was Quality Controller of Innovator Festival (UAE), and Local Content Producer at the Abu Dhabi Science Festival.

Gary works extensively with festival managers globally, to professionalise the industry and to build peace through festivals. Along with Professor Jane Ali-Knight (Edinburgh Napier), he has delivered a series of 'Festival Academies' across South Asia, Southeast Asia, Western Balkans, Middle East and Mexico. These festival academies bring together festival managers from different countries and genres to develop their skills in strategic leadership, but importantly to foster collaboration, contribute to peacebuilding through culture, and create socio-economic impact through festivals.

Gary is Co-Chair of the Young Academy of Scotland, and a Member of the Global Young Academy. He sits of the Royal Society of Edinburgh's Research Awards Panel (Social Sciences) and its Public Engagement Committee. Gary is an Executive Committee Member of the Scottish Public Engagement Network. He is a Senior Fellow of the Higher Education Academy; Fellow of Enterprise Educators UK; Fellow of the Royal Society of Arts; Member of the Institute of Directors; and a Certified Management & Business Educator. Gary previously sat on the Scotland Advisory Committee at the British Council; and Advisory Board for Creative Economy at the Scottish Graduate School for Arts and Humanities.

Dr. Murat Kizildag is currently an Associate Professor of Finance at UCF's Rosen College since 2013. While getting his Ph.D. degree, he acquired Bloomberg Essentials Training Program Certification for Equity, Fixed-Income, Foreign Exchange (FX), and Commodity Essentials.



Dr. Kizildag's research expertise spans the areas of Security Valuation, Risk & Investment Analytics, Financial Modeling & Forecasting, Portfolio Management & Optimization, and Time-Series Analysis. Dr. Kizildag produced more than 60 publications and attended numerous academic and industry conferences. His recent articles appeared in business finance and hospitality business/management journals. Further, Dr. Kizildag worked on several different grant projects and consulting contracts.

Dr. Kizildag is an Editor-in-Chief for the Journal of Hospitality Financial Management (JHFM). He is also a Managing Editor for the International Journal of Hospitality Management (IJHM). Dr. Kizildag has delivered keynote and panel speeches at several conferences, conventions, and events such as, ARDA World, Annual Convention, the Institute of Management Accountants (IMA) and Hospitality Finance and Technology Professionals (HFTP) joint meetings, Florida Institute of Certified Public Accountants' (FICPA), and Service and Management Innovation Seminar Series held by Jorge Tadeo Lozano University in Colombia.

Thank you to our sponsors, diamond members, and entertainment!

